



TOWN OF BROOKFIELD

BROOKFIELD, CT 06804

REQUEST FOR PROPOSALS FOR PLANNING CONSULTING SERVICES

1. BACKGROUND

The “Four Corners” area of northern Brookfield, where Federal Road intersects with Whisconier Road and Station Road, had been the center of the Town’s commercial activity for over two hundred years. However, in recent years commercial activity in area of southern Brookfield has eclipsed commercial activity in the Four Corners.

The Town desires to revitalize the Four Corners area into a mixed-use, pedestrian-friendly town center based on the recommendations of the 2002 Plan of Conservation and Development. Under this plan the Brookfield Village Center would contain a variety of uses including retail, office, service, restaurant, institutional, recreational and residential. Many of these uses currently exist within this area. However, the character of the area is not at all pedestrian-friendly, as it is dominated by strip commercial development along what used to be Route 7. It has no sidewalks and no pedestrian interconnection of uses. The overall physical design of the envisioned Village Center will be governed by the desire to make it into a pedestrian friendly place.

Some strides have been taken to implement mixed use zoning and promote increased residential density. However, the process of developing a detailed redevelopment plan and appropriate policy documents to guide future private and public sector investments and provide direction for municipal regulatory activities has yet to be completed. That objective is the reason for this Request for Proposals.

Area of Focus: The Four Corners area includes the Town Center District zone and adjacent residential zones. The focus of this consultancy is restricted to the Town Center District (TCD), but must take into account the nature of the adjacent residential zones.

Key Issues: The TCD contains a variety of building types ranging from historic properties to strip-type development. Creating depth and interconnection is important to transforming the district. Concerns about parking and circulation, for vehicles and other modes of transportation, need to be addressed. Although the Brookfield Municipal Center provides a community gathering place for major events, athletic fields and playground activity, another issue to consider is the location and nature of a community gathering place within the TCD to complement the commercial and residential uses in the Four Corners.

2. DESIRED PLANNING OUTCOMES

This consultancy will provide recommendations, tools, and strategies that will help the Town to achieve the following outcomes:

- Broad-based community involvement (residents, business owners, property owners, municipal officials...) during the creation of this plan;
- Encourage the continued growth of the Town's tax base.
- Promote village development measures that facilitate economically competitive, environmentally sound, socially responsible, and aesthetically-pleasing land-use combinations and design elements.
- Emphasize the importance of preserving historic and cultural features and architecture, and encouraging high-quality building design to complement the existing fabric.

3. SCOPE OF WORK

This project includes significant public involvement to develop, articulate and visualize future scenarios for the Town Center District. Collaboration with key Town staff and volunteer commissioners will be crucial to successful completion of this project.

SPECIFIC GOALS OF CONSULTING SERVICES SOLICITED

- Completion of a participative, inclusive planning process that engages stakeholders and the public at large in defining the vision of the redevelopment of the Town Center District and the Four Corners as a whole.
- Preparation of an economic market analysis that quantifies and characterizes the uses which have the potential to be developed, expanded and sustained within the study area, over time;
- A Town Center District land and building use development plan that promotes a mix of land and building uses that includes retail, office, service, restaurant, institutional, residential, cultural, and recreational uses and activities;
- Provide a transportation accessibility plan that provides for the needs of pedestrians, bicyclists, cars and service vehicles, and users of public transit, both bus and train.
- Provide a comprehensive parking allocation plan that meets the needs of businesses, residents and visitors, and a proposed parking management system to implement and maintain parking within the village;
- Provide a description, schedule and cost estimates for public infrastructure improvements needed to facilitate the implementation of the proposed plan;
- Develop design guidelines for new construction and additions to existing structures and detailed plans for redevelopment of the Town Center District.
- Provide recommendations for a phased implementation strategy to guide future private and public sector investments and to provide direction for municipal regulatory activities to accomplish the vision.

ACTIVITY 1: PUBLIC OUTREACH AND ENGAGEMENT

The consultant will develop and implement a comprehensive public engagement strategy to actively engage the public throughout the planning process. This strategy should include public engagement goals and methods as well as the identification of key stakeholder to the process. A wide range of communication/participation methods should be incorporated into this engagement process, apart from formal public meetings. These should include use of the web, social media, participatory workshops, field presentations and other methods as agreed on appropriate for this public outreach process.

The consultant will prepare and conduct a Visual Preference Survey as the culmination of this activity. The primary purpose of this activity is to engage stakeholders and the public at large in the definition of preferences as to village form, streetscape elements and building design. The consultant will craft a survey method to ascertain aesthetic and design preferences of the participants, and provide the results of those preferences to the Town and to the participants. Visual preference paradigms are expected to incorporate both examples from other communities and altered images of Brookfield streetscapes with aesthetic improvements superimposed.

The survey must include the following aspects: building massing, height, siting and setbacks; architectural themes; pedestrian issues including sidewalks, crosswalks, bump-outs and traffic calming measures; streetlights; parking; street furniture; kiosks; waste receptacles; bike racks; landscaping and community gathering places. Other aspects may also be included as determined by the consultant and the town staff. These may include: paint schemes; awnings; building signage and street signage.

The consultant will provide a report and a conduct a public meeting to reveal the results of the Visual Preference Survey. That report and meeting materials will be accompanied by sketches, cross-sections or images visualizing the preferences. These illustrations will be utilized in the charrette planning process.

ACTIVITY 2: EXISTING CONDITIONS ANALYSIS

This phase includes the preparation of a comprehensive inventory and assessment of existing conditions to identify primary needs, challenges and opportunities. This assessment will include an Existing Land and Building Use Inventory, and Economic Market Analysis, an Infrastructure Analysis, and Parking Analysis. This information will be used to inform a meaningful and realistic charrette planning process to follow.

- **Existing Land and Building Use Inventory:** This activity will result in the preparation of a parcel based existing land use map of the study area and, a map and supporting report of existing building uses and conditions, reporting the type and amount of occupied use by building. This analysis will also estimate the amount of vacant space within study area buildings. Special note will be made of historic structures within the study area.
- **Economic Market Analysis:** This activity will result in the preparation of an assessment of the market support for a range of existing and future uses that exist or may be proposed for development within the study area.

This analysis will assess market support for retail, office, restaurant, entertainment, and residential uses. The report will define trade areas for each of these uses, demographic supporting factors, describe supply and demand, current and planned development, general vacancy rates, land prices, rents and price points within the defined trade area.

The market analysis will identify a mix of uses, of a scale appropriate for village development, which could take advantage of estimated market support. The analysis will also incorporate reasonable absorption rates and pricing for expansion of existing uses and for new development, given market trends, vacancy rates, competition, and existing land value and rents to determine what the most viable uses would be for the study area. This analysis shall include interviews with local real estate brokers, property owners, and potential developers to test findings of the market study before making final recommendations.

- **Infrastructure Analysis:** The consultant will provide an assessment of existing and proposed public and private infrastructure resources to support existing and possible future development with the study area. Infrastructure resources examined shall include streets, sidewalks, walking and biking trails, sewer and water, gas and electric, drainage, and facilities supporting public transportation.
- **Parking Analysis:** The consultant will develop a parcel based inventory of existing parking spaces within the study area, including notations of condition. Following the completion of the charrette planning process, a comprehensive parking allocation plan that meets the needs of businesses, residents and visitors will be prepared, to include a proposed parking management system to implement and maintain parking within the village center.

ACTIVITY 3: CHARRETTE PLANNING PROCESS

This activity incorporates the results of the Visual Preference Survey and the Existing Conditions Analysis into an extensive public design process aimed at producing a Town Center District Revitalization Plan.

The format of the charrette should be designed to encourage participants to identify their goals for the Village Center in a meaningful and constructive manner based on a generally established framework. The active participation of citizens, property owners, and business owners is critical to the project's success. The charrette should identify the common concerns of the community and identify realistic solutions. The charrette should focus on engaging the community, building consensus, and gathering ideas, concepts, goals, and implementation strategies.

The consultant will tailor the charrette to incorporate the results of the Visual Preference Survey, the findings of the initial site analysis, input from the Town, and information gleaned from previous meetings, interviews, and documents. The charrette should address each of the following aspects:

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Building use and redevelopment plan: The charrette should determine which buildings might be revitalized/renovated and which might be demolished. Utilize this evaluation to develop a plan for full build out of the district. The economic market analysis, infrastructure analysis and VPS results will contribute to this aspect of the charrette.

Public spaces: The charrette should determine the location and nature of public gather places in the focus area.

Future circulation patterns: The charrette process should evaluate the need for and location of new streets or alleys for vehicular, bicycle and pedestrian traffic. This should include the location of bicycle lanes and walking paths from parks and parking areas to commercial and community areas in the district. This aspect of the charrette will contribute to Transportation Accessibility Plan;

Future parking needs: The charrette should evaluate parking needs for full build out of the TCD. The group will develop plans for increased parking that retain a pedestrian focus in the central part of the district. The process will result in recommended locations appropriate for municipal parking facilities and suggest phasing for implementation of parking plans as the district grows. This aspect of the charrette will contribute to Transportation Accessibility Plan;

Sidewalk location plan: The charrette participants should develop a plan for sidewalk locations that provides connectivity with other pedestrian areas in the district; that ensures pedestrian access/street crossing to transportation alternatives including both bus routes and a future train station on the eastern side of the Still River; and suggests locations for street furniture and bicycle amenities. This aspect of the charrette will contribute to Transportation Accessibility Plan;

On a mutually agreed upon date, the consultant will conduct a maximum six-day public participation design charrette. The response to the request for proposal should include a detailed schedule of the events and meetings which will be included in the charrette process.

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The consultant will meet with key Town staff and for organizational and strategic meetings covering:

- Initial expectations for charrette
- Ensure agreement on the general project approach, project schedule and project deliverables
- Confirm a charrette team
- Preview design studio and public presentation sites
- Discuss Town staff and consultant roles and methods of public outreach
- List and schedule of technical meetings;
- Logistics

The consultant will coordinate project logistics with the Town to obtain the best possible community input. The consultant will work closely with the Town to acquire the necessary information to produce the charrette base maps for the hands-on design sessions. The consultant will develop the base map to facilitate the charrette process, assist the Town in an outreach program, and in organizing logistics for the charrette.

The consultant will assist with the public relations effort by providing guidance to the Town based on prior experience on comparable projects. At the request of the Town, the Consultant will be available for press interviews or to discuss the project with interested individuals.

ACTIVITY 4: FINALIZING OF DOCUMENTS AND PUBLIC PRESENTATION

The consultant will draft and deliver the following work products:

1. Visual Preference Survey presentation, data collected and summary of results
2. A report presenting the Existing Conditions Analysis including the following:
 - Land and Building Use Inventory
 - Economic Market Analysis
 - Infrastructure Analysis
 - Parking Analysis

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3. Town Center District Revitalization Plan that results from the charrette process and includes the following elements:
 - Building use and redevelopment plan
 - Public spaces
 - Future circulation patterns
 - Future parking needs:
 - Sidewalk location plan

4. Design Guidelines for the Town Center District that takes all the previous work into consideration and includes the following aspects:
 - building massing, height, siting and setbacks;
 - architectural themes;
 - sidewalks and crosswalks;
 - traffic calming measures;
 - streetlights;
 - parking;
 - streetscape elements (furniture; kiosks; waste receptacles; bike racks); and
 - landscaping.

Provide pictures, sketches or renderings illustrating examples of these elements for inclusion in the design guideline document.

5. Transportation Accessibility Plan to include recommendations for parking allocation and parking and sidewalk management systems.

The consultant will collaborate closely with key Town staff to discuss their comments on draft documents.

Final editorial revisions based on input from Town staff will be completed and a CD containing the work products mentioned above will be delivered to the Town. Once the revisions have been completed, they will be reviewed by Town staff. One additional meeting with a local member of the Consulting team will be held to receive “sign-off” from the Town prior to presentation of the plan to the general public.

The consultant will conduct two presentations of the plan: to the general public at an open house, and to Town staff, Boards and Commissions with regulatory

responsibility for implementing the plan. Sufficient hard copies of the materials for public presentation will be provided by the consultant.

4. PROPOSAL CONTENT

Cover letter. State your understanding of the project goals, your approach to meeting those goals and the special qualifications of your firm and/or project team.

Background and qualifications. Provide a brief description of the firm's or team's origin, history, mission and qualifications. Discuss your experience in developing and implementing projects related to this RFP. Please provide at least 2 references.

Project approach and management.

- Describe how your firm or project team will organize and manage this project. Discuss the major challenges to successful completion and how you firm or project team proposes to approach these challenges.
- Discuss the availability of all personnel and to be involved in this project. Indicate whether your firm can commit each identified team member for the duration of the project.
- Provide a work program that addresses the specific needs of the project. Organize the delivery of services into phases, with targeted completion dates.

Conflict of Interest statement. Submit a statement describing any potential conflict of interest or appearance of impropriety, relating to other clients of the firm, or officers, directors, and employees of the Town of Brookfield or other groups involved in the project, which could be created by providing services to the Town of Brookfield.

Cost estimate. Provide a cost estimate by work activity, including the number of hours and salary rate for the project team.

5. PROPOSAL SUBMISSION

Submit one original, single-sided, unbound proposal and five copies of the proposal. Copies may be bound, or enclosed in folders/binders as the proposer chooses. Also submit a single CD containing a PDF copy of the complete proposal.

Proposals are to be directed to:

Katherine Daniel, Community Development Director
Brookfield Land Use Office
100 Pocono Road
Brookfield, CT 06804

6. QUESTIONS

Inquiries related to this RFP should be directed to Katherine Daniel at kdaniel@brookfieldct.gov

7. SELECTION PROCESS

Proposals received before 4:00 p.m. July 22, 2011 will be considered. Interviews regarding proposals are anticipated during the second week of August 2011. A selection is anticipated before August 22, 2011.

The First Selectman shall designate a selection committee. The selection committee shall evaluate the responses, and if desired, create a short list for the purpose of conducting interviews. The criteria for evaluating proposals will include previous experience in the services required and overall qualifications of the consultant, and of key personnel to be assigned to the project, the ability to approach the project and facilitate public input in an innovative way, and ability to perform the work in a timely manner. Selection will not be based on bid amount alone.

The selection committee will recommend a consultant or consultants to the First Selectman, who shall make the final selection based upon Town administrative policy and procurement procedures.

All submissions shall be final and binding on the respondent for acceptance by the Town for 120 days from the proposal closing date and time.

The Town of Brookfield reserves the right to enter into a contracted service agreement with more than one consultant as may be required meet the needs of the Town.

The Town of Brookfield reserves the right to modify or expand the Scope of Services in a manner that best services the interest of the Town.

8. APPLICABLE DOCUMENTS

These documents are available on the Brookfield Town website:
www.brookfieldct.gov by selecting General Information and then Forms and Documents

- 2002 Plan of Conservation and Development for Brookfield, Connecticut
- Brookfield Zoning Regulations

Additional resources including Town GIS mapping, and previous consulting work will be made available after selection of the consultant.